

ALPHEUS

Head of eCommerce & Senior Project Manager

Midrand, South Africa

RooCruit

PROFESSIONAL SUMMARY

A versatile Head of Department and Senior Project Manager with a BSc in Informatics and Business Management. Highly experienced in client service and operational management across a large spectrum of industries including Automotive, Finance, and Telecommunications. A conscientious professional and published author with a proven track record of leading creative and technical teams to deliver award-winning digital campaigns and complex eCommerce solutions.

KEY SKILLS

- Project & Account Management
- eCommerce Management
- Operational Management/Traffic
- Financial Management & Budget Tracking
- Client Service Management
- Strategic Digital Planning
- B2B Website Management
- Data Analytics & Reporting
- Resource & Creative Team Leadership
- Interpersonal & Presentation Skills

PROFESSIONAL EXPERIENCE

Senior Account Manager (Freelance Contract) March 2024 – Present

Leading Global Creative Agency, South Africa (Client: Automotive Sector)

- Daily management of projects, timelines, and resource scheduling.
- Leading and coordinating integrated campaigns from initial brief through to delivery.
- Managing high-profile launches including vehicle refreshes and centenary celebrations.

Head of eCommerce & Digital Operations Manager July 2022 – Feb 2024

International Digital Marketing Agency (Client: Global Electronics Leader)

- Promoted from Digital Operations Manager to Head of eCommerce in March 2023.
- Managed eCommerce teams, account managers, and creative staff for SSA and SCA regions.
- Oversaw B2B website management and performance reporting via Adobe Analytics.
- Coordinated complex digital campaigns ensuring creative briefs and project stages were met.

Digital Project Manager & Key Account Manager**April 2021 – June 2022***Major Multinational Advertising Agency (Client: Leading Automotive Manufacturer)*

- Developed project scope, resource requirements, and risk mitigation strategies.
- Accountable for the production of creative assets for social media and digital platforms.
- Facilitated team meetings and stakeholder communication for multiple vehicle launches.

Key Projects: Fortuner Challenge 2021, Corolla Cross Launch, Hybrid Campaign, Dealer of the Year 2021.

Digital Project Manager**July 2020 – March 2021***Global Integrated Communications Group (Client: Major Financial Services Provider)*

- Managed end-to-end development of creative assets for financial products.
- Focused on digital self-service solutions and mobile money transfer projects.
- Ensured all products exceeded design and social objectives.

Project Manager / Account Manager**August 2018 – June 2020***Global Brand Experience Agency (Clients: International Food & Beverage, Finance, Cinema)*

- Managed project plans, backlogs, sprints, and milestones for international markets (UAE, Qatar, etc.).
- Led the development of eCommerce vouchering platforms and art blog sites.
- Collaborated with lead testers for QA and coordinated user training documentation for clients.
- Managed rollouts of first-to-market digital billboards and regional technical updates.

Freelance Technical Project Manager**August 2018 – Feb 2019***Specialized Digital Content Agency (Clients: Media, Hospitality, Healthcare)*

- Managed social media content capture and live event coverage for major award shows and festivals.

- Cooperated with designers for UI/UX experience optimization.
- Led website build projects for major FMCG brands.

Project Manager (Client Service & Technical)

Jan 2016 – Aug 2018

Global Marketing & Technology Agency / Outsourced Lead (Clients: FMCG, Banking, Telco)

- Led teams of developers, tech leads, and QA specialists for massive global deployments.
- Managed the rollout of 200+ Global websites for a leading international nutritional brand.
- Oversaw highly complex back-end server code and front-end customizations.

EDUCATION & TECHNICAL PROGRAMS

Bachelor of Science: Informatics and Business Management (2015)
Pearson Institute / MGI

Technical Proficiency:

- Jira Smartsheets AEM Drupal
- Adobe Analytics SQL Server HTML5/CSS
- JavaScript

AWARDS

- Bookmark Award: Gold (Campaign App)
- Bookmark Award: Silver (Automotive Stories)
- Bookmark Award: Silver (Loadshedding Campaign)
- Loeries: Silver (Tactical Billboards)
- Loeries: Silver (Tactical Creative)
- Apex Award: Bronze (eCommerce Launch)
- Creative Circle: Ad of the Month
- Bookmark Award: Silver (Social Community Mgmt)

LANGUAGES

English, Afrikaans, Tswana